

Therefore, I Claim

1. A system to facilitate consumer shopping in a store facility having store products in a shopping area where said products are categorized as:
  - a. products in a plurality of primary location related product categories with the products in each primary location related category being in a related primary location area of the shopping area;
  - b. products in each primary location related category which are in turn classified in a plurality of secondary location related categories, with the products in each secondary location related category being in a related secondary location area;
  - c. products in at least some of said secondary location related categories being in subcategories of a related one of the secondary location related categories;
- 10 said shopping area having a plurality of consumer access regions which are proximate to the products in the shopping area and through which customers are able to pass in making product selections from adjacent products which are adjacent to that access region, each of said access regions being characterized in that the adjacent products are
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classified in one or more of said secondary categories and/or subcategories;

said system comprising:

- 5           a.       a plurality of display signs, each of which is located at a related access region for viewing by customers at or proximate to that related access region, each of said display signs having at least one graphic product representation of a product which is one of said adjacent products and is representative of products in its related secondary location related product category or subcategory at its related access region;
- 10           b.       said display signs being positioned in a substantial shopping area portion of the shopping area and located at a substantial number of access regions in said substantial area portion, such that a customer passing through the access regions in said store shopping area portion is able to associate said graphic product representations as representative of products in a subcategory and/or a secondary location related product category of the product or products of the graphic product representations, and thus identify primary, secondary and/or subcategory location in the shopping area portions as a guide to seeking products in the substantial shopping area portion where the graphic product representations are present.
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2.       The system as recited in claim 1, wherein at least

some of the products of the graphic product representations display a brand name and said brand name is visible in the graphic product representations.

5           3. The system as recited in claim 2, wherein some of said products of the graphic product representations have package design which is visible in the graphic product representation.

10          4. The system as recited in claim 1, wherein a substantial portion of said products of the graphic product representations have a brand name and an associated package design, and the graphic product representations are recognizable representations of the brand name and associated package designs.

15          5. The system as recited in claim 1, further comprising at least one store directory which is visible to customers in the shopping area, said store directory listing identifying names of products, with each identifying name of the product also having a graphic product representation substantially displaying packaging of 20 a brand name product which is within the scope of the product listed in the directory.

25          6. The system as recited in claim 1, wherein there is also at least one display direction sign indicating a direction to a store location or locations and providing identification of the store location or locations by means of a graphic product representation

of a brand name product or products that is representative of product or products in that location or locations.

7. The system as recited in claim 1, wherein there is at 5 least one store directory which is a representation of the shopping area showing various product locations in the store area and identifying at least a portion of these store locations by graphic product representations of specific products representative of products to be found at that location.

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8. The system as recited in claim 1, wherein there is a plurality of store directories which are representative of the shopping area showing various product locations in the store area and identifying these store locations by graphic product 15 representations of specific products representative of products to be found at that location, said store directories being printed on a substraight that is portable manually so as to be able to be given as handouts for store information and/or for advertising and/or other purposes in conveying information on the store facility.

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9. The system as recited in claim 1, wherein a substantial percentage of the products in the shopping area are food products and food related products, and the primary location related product categories include at least frozen food products, 25 refrigerated food products, fresh (perishable) food products, and canned/bottled/packaged food products, and said access regions of said store facility comprises at least elongate aisles with product

shelves along the aisles, and each of said aisles is provided with at least one aisle display sign which has displayed thereon a plurality of graphic product representations of products representative of the secondary location related product categories and/or

5 subcategories of food products in shelves along that aisle.

10. The system as recited in claim 9, wherein there is also of said category directory signs at spaced locations along at least some of said aisles, and displaying graphic product representations which are more specific to product categories at said spaced locations along said aisle.

11. The system as recited in claim 10, wherein said at least one aisle is an aisle at which frozen products are present and

12. The system as recited in claim 10, wherein the products of said store facility also include "drug store" products, and said category directory signs are at spaced locations in a section where the shopping area where the drug store related products are located.

13. The system as recited in claim 9, wherein at least some of said display signs have in addition to the graphic product representation or representation text identifying products and/or categories of products at the related access region.

14. The system as recited in claim 13, wherein said store facility has existing display signs at access regions which display text identifying products and/or categories of products at the access region, and graphic product representations are displayed in addition to the text.

15. The system as recited in claim 1, where there are existing display signs in the shopping area which display text identifying products and/or product categories, and there are in addition signed displays that display the graphic product representations having a mounting structure by which the display signs having the graphic representation can be positioned adjacent to a corresponding display sign at the access region.